

1/29/09

Beth Hulse

From: Beth Hulse
Sent: Wednesday, January 28, 2009 2:26 PM
To: (mlucas@oconee.k12.sc.us); Andrew; Beth Hulse; Rob Winchester (ocsmgr@bellsouth.net); Brett McLaughlin; Carlos Galarza; David Williams II (williamsd@independentmail.com); Greenville News (localnews@greenvillenews.com); Greg DiIettenc; Nancy Goehle; Ray Chandler; West Union City Hall; Steve Thomas (stevet@hbaoconee.com); Tom Markovich (tmarkhom@bellsouth.net); Westminster News / Keowee Courier (westnews@bellsouth.net); WGOG (dickmangrum@wgog.com); WGOG/WSNW RADIO (news@wgog.com); WSPA TV - Channel 7 (assignmentdesk@wspa.com)
Subject: Oconee County Council Workshop Meeting with Upstate Alliance Agenda available on line

Good Day,

This email is to inform you and your organization that the agenda for the next Oconee County Council workshop meeting with the Upstate Alliance scheduled for Thursday, January 29, 2009, has been posted on our website (<http://www.oconeesc.com/council/>) for viewing. In addition to our website, agendas are posted at the Oconee County Administrative Offices, on both the bulletin board outside of Council Chambers and the main entrance window.

If you are unable to access our web page or would like to receive a hard copy of the agenda in the future please let me know at your earliest convenience.

Thanks,

Elizabeth G. Hulse
 Clerk to County Council
 Oconee County Administration Office
 415 S. Pine Street
 Walhalla, SC 29691
 864-718-1023
 864-718-1024 [fax]
bhulse@oconeesc.com

**Upstate
Reality
Check**

*Sponsorship
Opportunities*

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- CHEROKEE
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- LAURENS
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Environment



Sustainability

Transportation
Corridor

Transportation
Corridor



Business

Health

Environment



Environment

Environment

Vision

Environment

Community

Quality
of Life



Regional
Contribution

Regional
Contribution

Vision

Regional
Contribution

Education



2009

Jobs

Education

Education

Jobs



The Upstate by 2030 . . .

234,000 new residents

118,000 new households

203,000 new jobs

1 million more vehicle trips

\$15 billion in transportation infrastructure alone

How do we work as a region to manage growth in ways that enhance prosperity and improve quality of life across the region?



What is Upstate Reality Check?

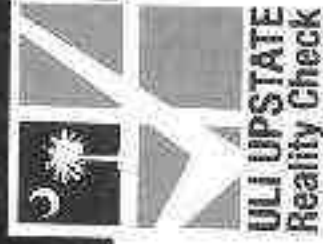


- An multi-year outreach and visioning effort, developed by the Urban Land Institute and brought to the Upstate as a joint initiative of Upstate Together and ULI South Carolina.
- A unique visioning “game” in which players use large scale regional maps and Lego bricks to show how new households, jobs, roads, and green space might be distributed throughout the region.
- Reality Check grows capacity to help stakeholders work as a region to accommodate growth in ways that add to prosperity and quality of life for all.
- Reality Check raises shared awareness of the opportunities, issues and infrastructure impacts associated with growth.

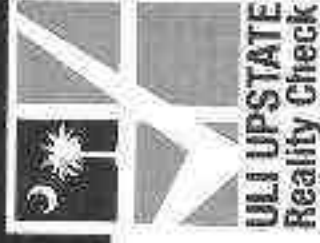
What Upstate Reality Check ISN'T

Upstate Reality Check is *not* intended to produce a "regional plan".

The heart of the Upstate Reality Check mission is to bring together and build an inclusive action plan for stakeholders interested in working regionally to manage growth in ways that are economically viable and environmentally sustainable so that every new resident, new job and new household enhances the quality of life of every citizen in the region.

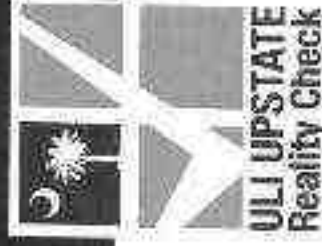


Why should the region work together?



- Because the Upstate region is one of the fastest growing in the United States – such growth must be proactively managed to enhance prosperity and quality of life throughout the region.
- Because we need to understand and manage the cumulative effect of projected growth on the transportation network, human health, educational systems, natural and historic resources, taxes, and more.
- Because the region must come together to leverage scarce resources– the transportation infrastructure needed to support 2030 growth is estimated at about \$15 billion (let alone the cost of schools, hospitals, public safety, etc.)

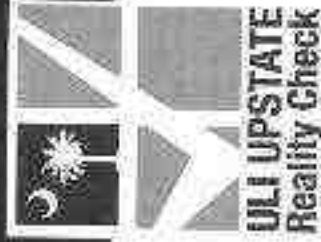
Why should the region work together?



- Because speaking as a region gives us the power to attract investment from around the world.
- Because roads don't end at county lines— infrastructure is regional.
- Because waterways don't end at county lines— natural resources are regional.
- Because funding entities like the State Infrastructure Bank and the State Conservation Bank favor funding applications with regional benefits and support.

Who will play the Reality Check game?

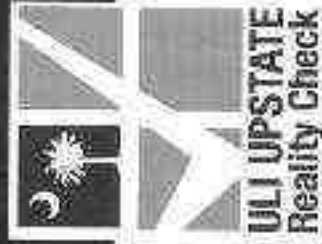
- More than 300 stakeholders will be selected from open nominations and invited to participate in the visioning process.
- The group will represent a broad cross section of the community, including government and elected officials, large corporations and small businesses, developers and conservationists, affordable housing advocates and neighborhood advocates, and many others.



What happens after the Reality Check game?

- Pre-event fundraising will include funds to assist post-event "Next Steps" action plan.
- "Next Steps" Upstate Reality Check taskforce is now working within the region to help define opportunities, barriers, and solutions to barriers. They'll combine this with information and momentum from the Upstate Reality Check event to determine post-event plan of work.
- Upstate Together, ULI South Carolina, and Upstate Reality Check partners will provide leadership for Next Steps implementation.

What are some regional visioning outcomes?



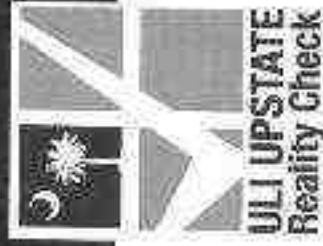
Utah, 1997: defined need for and sparked community support that led to the implementation of light rail in various communities. www.envisionutah.org

Chicago, 2000: attracted investment opportunities and created new jobs by focusing on workforce housing and land use planning for freight transportation centers: www.chicagometropolis2020.org

Southern California, 2004: built consensus that projected growth can be accommodated on 2% of the region's land mass. Southern California Association of Governments then adopted guidelines that give priority to projects in jurisdictions whose policies support the 2% policy.

Charleston, 2007: sparked a quality growth coalition that is working closely with the COG's initiative to create a regional plan based on a shared vision of the tri-county areas and to develop tools to support that plan.

Why sponsor Upstate Reality Check?



- Upstate Reality Check will only be as good as it is diverse— we need sponsors who represent the various interests in the region.
- It is incumbent upon all of us to support stakeholder input to government about how we want our region to grow.
- We all stand to benefit from growing regional coordination.
- Sponsors are essential to the success of this expensive undertaking. It will take financial support from throughout the region to succeed in pre-event outreach, host the game, and begin post-Reality Check implementation—
Next Steps— after the event.

What sponsorship opportunities exist?

Regional Steward/Event Day Sponsor - \$50,000

Regional Benefactor/Luncheon Sponsor - \$25,000

Regional Benefactor/PlaceMatters Sponsor - \$25,000

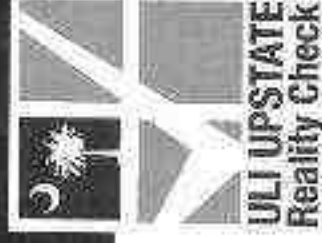
Regional Partner - \$10,000

- *Keynote Speaker Sponsor*
- *Refreshment Sponsor*
- *Guidebook Sponsor*
- *Bricks (Legos®!) Sponsor*

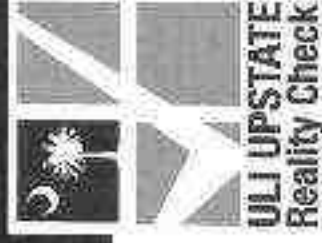
Regional Sponsor - \$5,000 • Regional Advocate - \$2,500 • Patron – other amount

For more information, please [click here](#):

ABBEVILLE ANDERSON CHEROKEE GREENVILLE GREENWOOD LAURENS OCONEE PICKENS
SPARTANBURG UNION



Who is supporting Upstate Reality Check now?



Anderson County Office of Economic Development • Appalachian Council of Governments • AT&T • City of Spartanburg • Clemson University • Dixon Hughes PLLC • Elliott Davis, LLC • Greenville Area Development Corp. • Greenville Chamber of Commerce • Greenville County Planning Commission • Harper Corporation • Hughes Investments, Inc. • IMI Johnson Development Associates, Inc. • Maddrey and Associates • McMillan Smith & Partners Architects • Merge • Oconee Medical Center • Pacolet Milliken Enterprises, Inc. • Spartanburg Regional Healthcare System

The Furman Co. • ULI South Carolina • University of South Carolina Upstate

Upper Savannah Council of Governments • Upstate Forever

Upstate South Carolina Alliance • Upstate Together

ABBEVILLE ANDERSON CHEROKEE GREENVILLE GREENWOOD LAURENS OCONEE PICKENS
SPARTANBURG UNION

Who can I contact for more information?



Jacki Martin, Upstate Reality Check Project Manager

864.552.4211 office

843.412.6826 mobile

jacki.martin@upstaterrealitycheck.com

ABBEVILLE ANDERSON CHEROKEE GREENVILLE GREENWOOD LAURENS OCONEE PICKENS
SPARTANBURG UNION



"How will we work as a region to accommodate growth, protect resources and quality of life, and add value to the region's communities?"

Home About Us Executive Board Staff News & Events Contact Us

Reality Check Videos



Over the next 22 years 235,000 new residents, 118,000 new households, and 203,000 new jobs will be added to the Upstate region.

The Upstate Reality Check mission is to help identify and build a vision plan for stakeholders that are interested in working together to manage growth in ways that are economically viable and environmentally sound while ensuring every new resident, new job, and new household enhance the quality of life of every citizen in the region.

Main Menu

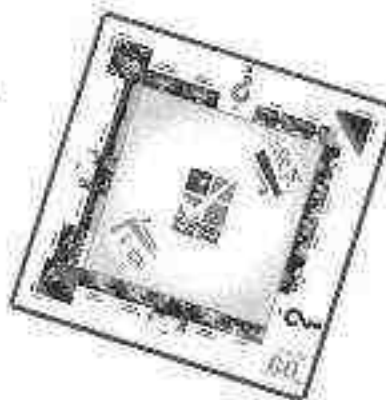
- Home
- About Us
- Executive Board
- Staff
- News & Events
- Contact Us

Welcome to the Upstate Reality Check

Game On!

ULI Reality Check is a collaborative regional planning process developed and inspired by the Urban Land Institute and inspired and facilitated by Upstate Together and ULI South Carolina. It brings together leaders from the 101 upstate counties to begin to build consensus about how we want our region to look in 2030 and how we can best work together to manage the opportunities and challenges of growth.

Reality Check addresses an inspired, informed and engaged regional dialogue around such questions as: where will these new residents live, work and play? How will these decisions impact employees, schools, roads and other critical issues in your community? How will we work together to accommodate growth, protect historic resources, the environment, and quality of life, and add value to the region's communities?



Home | Contact Us | About

Address



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"Over the next 22 years, 235,000 new residents, 118,000 new households, and 203,000 new jobs will locate in the Upstate region."

- [Home](#)
- [About Us](#)
- [Mission](#)
- [Governance](#)
- [Deliverables](#)
- [Contact](#)
- [Media Center](#)
- [Support Us](#)

Join the Upstate Reality Check



Upstate Reality Check will bring together hundreds of Upstate stakeholders to discuss and develop alternative growth scenarios that illustrate how we might accommodate the 234,000 new people and 203,000 new jobs the Upstate will gain by 2030 – and to discuss how we might work together as a region to do so.

Groups of stakeholders will gather around large-scale regional maps – the game board – create writing principles to guide growth, then stack hundreds of Lego® blocks that represent the region's total population, housing, and job growth potential. Players will also designate future open investments and green space winners. Players representing a large cross-section of the community will be selected from open registrations and be invited to participate in the working process. The group will include government and elected officials, large corporations and small businesses, developers and developers' clients, affordable housing advocates and neighborhood activists, educators, and others. Many Upstate 2030 scenarios will surface and will be the basis of discussion for the day's discussion.

[Download a Registration Form](#) [PDF](#)

Mail Menu

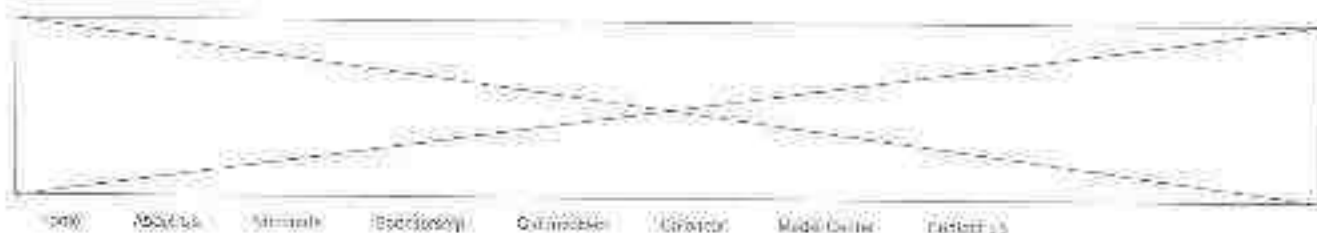
- [Home](#)
- [About Us](#)
- [Why Reality Check?](#)
- [History](#)
- [Guidelines](#)
- [Program Overview](#)
- [Venues](#)
- [Scenarios](#)
- [Contact Us](#)
- [Calendar](#)
- [Media Center](#)
- [Contact Us](#)

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ULI Upstate and ULI Habitat (a ULI 501(c)(3) nonprofit) are equal opportunity employers. We are proud to use a recruitment firm that has a track record of providing a diverse and inclusive workforce. ULI Upstate and ULI Habitat are proud to be an Equal Opportunity Employer. ULI Habitat is an Equal Opportunity Employer. ULI Habitat is an Equal Opportunity Employer.



Why Reality Check?

The goal of Upstate Reality Check is to build consensus among diverse stakeholders on how to address (and air with a priority) and quality of life in the Upstate Region and how to sustain a reputation for "The Best of Regional Collaborative" given its the power to attract investment from around the world, and to create, understand and manage the cumulative benefits of growth across the transportation network, educational systems, human health, natural and historic resources, lower income. Such groups as "Growth Together", ULI South Carolina, and Upstate Alliance stand ready to provide assistance in this regard. Reality Check offers some other valuable perspectives on how it is a proven process that seeks to maximize value. Outcomes differ in each region. A few nationwide examples follow:

Mass, 1997: created rules for an investment community support district to facilitate redevelopment of light rail. www.upstate-realitycheck.com

Chicago, 2005: provided investment opportunities and created new jobs by focusing on credit for housing and land use planning for transit transportation corridors. www.upstate-realitycheck.com

Southern California, 2004: built consensus that moderate growth can be good for several counties in the region's land market, leading to the California Coastal Commission's adoption of moderate development guidelines that give priority to projects in jurisdictions where no more existing increased density in the specified areas.

Chilmark, 2007: led to a quality growth model that is working closely with the CDG to create a regional plan based on a shared vision of the community's needs and development to support that vision, particularly as it pertains to infrastructure and regional transportation issues.

[Return to Home Page](#)

[Site Map](#)

Web Menu

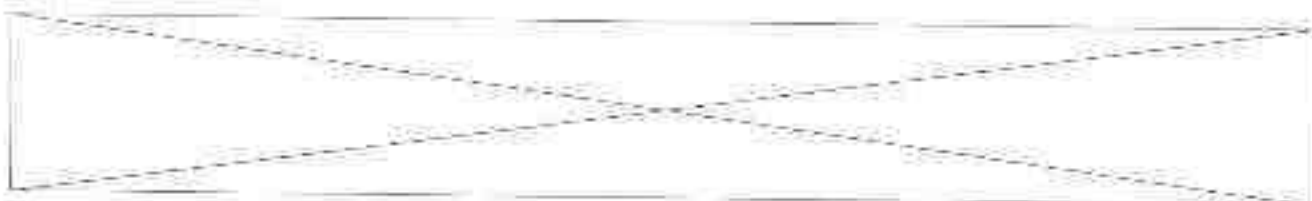
- [Home](#)
- [About Us](#)
- [The Reality Check](#)
- [History](#)
- [Location](#)
- [Participating Agencies](#)
- [Partners](#)
- [Specialties](#)
- [Services](#)
- [Contact](#)
- [Media Center](#)
- [Sitemap](#)

Partners



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Home About Us History **Services** Get Involved Events Media Center Contact Us

History



Upstate Realty Check is the first in a series of Realty Check exercises held in significant metropolitan regions. Upstate Realty Check is a District Council initiative that is a Realty Check exercise throughout the state and helps the Berkeley-Carewson-Durham Realty Check & District Council 2007 as part of its statewide strategic plan.

Over the past 15 years, regional real estate has emerged nationally as a dynamic and important part of the building regional economic fabric. It is a key driver of the regional economic program across District Councils and that partners as they plan, build, occupy and implement regional economic and vision. Realty Check is a key participant in creating a vision for the future and is an important tool.

As a member of District Council is an important regional economic development program. Realty Check will be a key component of the regional development.

Berkeley-Carewson-Durham Realty Check

Evolution of Realty Check

Realty Check Plus, Knoxville

Realty Check on Growth, Los Angeles

Realty Check, Washington, DC

View North Texas, Dallas/Fort Worth Region

Realty Check, Tampa Bay

[Go to the ABCU Home](#)

[Berkeley-Carewson](#)

[Realty Check on Growth](#)

[Realty Check Plus](#)

[Washington, DC](#)

[Dallas/Fort Worth](#)

[Tampa Bay](#)

Realty Check on Growth

July 2007

Main Menu

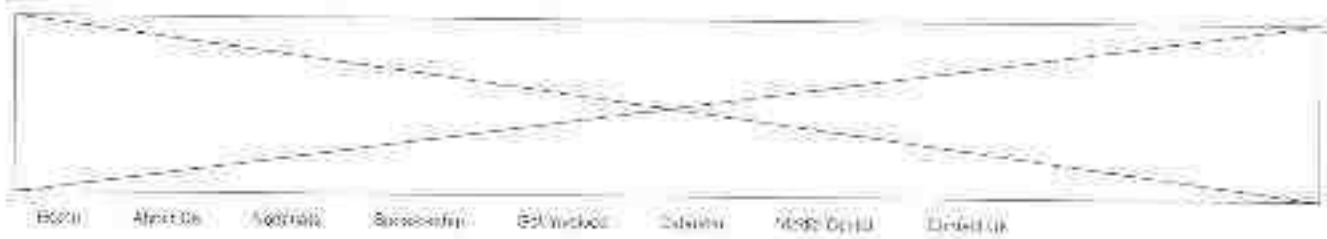
- Home
- Services
 - Why Realty Check?
 - Home
 - Leadership
 - Participate/Invitation
- Events
- Get Involved
- Contact Us
- Media Center
- Services

Partners



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Leadership



Home & Program

Home

Update Reality Check is led by the South Carolina Center Council of the Urban Land Institute (ULI) South Carolina, in partnership with many others. Twenty organizations are involved in planning Reality Check.

ULI South Carolina is committed to its service as the backbone of regional and statewide collaborative efforts that will foster leadership and participation in the quest for growth and development.

Update Together is an organization of citizens, business leaders, educators and local leaders who come from all 16 Update counties and are committed to help identify the region's common goals, create a meaningful public involvement process, and develop a plan of action that will nurture and enhance our region's quality.

Update Reality Check Co-Chair:
 Stephen P. Navroz
 Chair, Update Region, ULI South Carolina
 President, The Hammer Co.

John F. Young III
 Chair, Update Together
 Chairman, Emerald, Biko Davis

Update Reality Check project manager:
 Jack Ward
 ULI South Carolina District Council

Update Reality Check co-manager:
 Peter King
 Executive Director, ULI South Carolina District Council

Main Menu

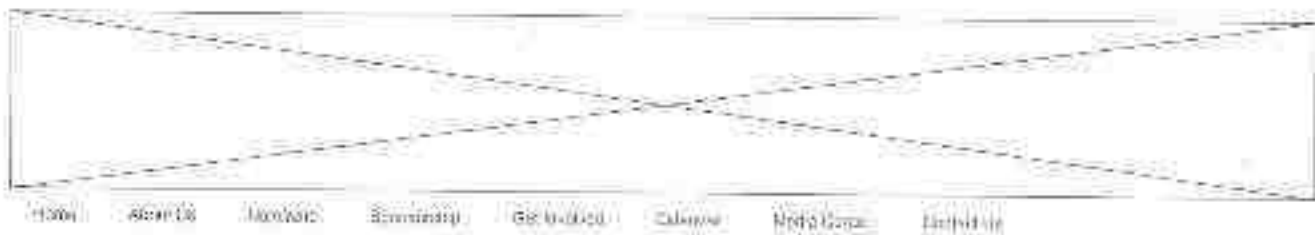
- Home
- About Us
 - Our Reality Check
 - History
 - Leadership
 - Participate/Join Us
- Homeless
- Specialists
- Environment
- County
- News Center
- Contact Us

Partners



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Participant Information

Participation in morning exercise - by invitation only

Participation in the morning exercise of Upstate Realty Check is not required and is available by online registration at 8:00 a.m. If you have questions about participation, please contact Jack Worde, Realty Check Project Manager, at his mobile at 843-410-6200, or her local office at 843-562-4211, email: jck@upstate-realtycheck.com

Date, Location and Parking Information

Wednesday, April 5, 2009

7:30 - 8:30 Registration

8:30 - 11:15 Welcome and Realty Check exercise

12:00 - 1:00 Lunch and keynote address

2:00 - 5:30 Abstract presentation of results, further activities, and panel discussion

Upstate Realty Check will be held at the Carolina First Center, at One Exposition Drive in Greenville (near Interstate Conference Center parking is available from both Exposition and Eisenhower drives)

Participation in the luncheon

Morning participants will be our guests at luncheon. The luncheon is also open to the public and cost of \$60.

For more information, please contact Jack Worde, Upstate Realty Check Project Manager, at his mobile at 843-410-6200 or her local office at 843-562-4211.

Realty Check Goodwill (add to email)

FAQs (see Realty Check FAQ page, attached)

Want More?

- [Home](#)
- [About Us](#)
- [Why Realty Check?](#)
- [History](#)
- [Leadership](#)
- [Participation and Costs](#)
- [Screenings](#)
- [Sponsorship](#)
- [Get Involved](#)
- [Calendar](#)
- [Media Center](#)
- [Contact Us](#)

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What?

Upstate Reality Check is a multi-year regional outreach and visioning effort that helps define a shared vision about how the Upstate should grow, and builds capacity to help stakeholders work regionally to manage the opportunities and challenges of growth. At the one-day *Reality Check* game Upstate stakeholders will develop alternative scenarios that illustrate how we might accommodate the 234,000 new people and 203,000 new jobs the Upstate will gain by 2030. Groups of stakeholders will gather around large-scale regional maps, decide on key principles to guide growth, then place hundreds of Lego® bricks that represent projected households and jobs. Prayers will also designate transportation and greenspace additions.

The Upstate region – Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, and Union counties – is one of the fastest growing in the nation. The Upstate Reality Check mission is to bring together and build an action plan for stakeholders that are interested in working regionally to manage growth in ways that are economically viable and environmentally sustainable so that every new resident, new job and new household enhances the quality of life of every citizen in the region.

Who?

Developed by the Urban Land Institute (ULI), *Reality Check* is brought to the Upstate as a joint initiative of Upstate Together and ULI South Carolina. More than 300 stakeholders will be selected from open nominations and invited to participate in the visioning process. The group will represent a broad cross section of the community, including government and elected officials, large corporations and small businesses, developers and conservationists, affordable housing advocates, and neighborhood activists, educators and others. To nominate yourself or others to participate, please go to www.UpstateRealityCheck.com.

**About
the day**

The day will include the morning visioning session, followed by a luncheon and an afternoon presentation. The afternoon presentation, which is open to the public, will present the results of the morning sessions and analysis of the different growth scenarios developed. The next steps necessary to promote a regional approach to identified issues and opportunities will be discussed.

**Why this
matters**

The goal of *Upstate Reality Check* is to build consensus among diverse constituents on how to maintain and enhance prosperity and quality of life in the Upstate Region and how to implement strategies to do so. Such groups as Upstate Together, ULI South Carolina, and Upstate Alliance stand ready to provide leadership for next steps. Outcomes of regional visioning and outreach efforts are as varied as the regions they take place in. A few nationwide examples include:

- **Utah, 1997:** defined need for and sparked community support that led to the implementation of light rail in various communities. www.envis.or.utah.org
- **Chicago, 2000:** attracted investment opportunities and created new jobs by focusing on workforce housing and land use planning for freight transportation centers. www.chicagometropolis2020.org
- **Southern California, 2004:** built consensus that projected growth can be accommodated on 2% of the region's land mass, leading to the Southern California Association of Governments' adoption of new transportation funding guidelines that give priority to projects in jurisdictions whose policies support increased density in the specified areas.
- **Charleston, 2007:** led to a quality growth coalition that is working closely with the COG's initiative to create a regional plan based on a shared vision of the tri-county areas and develop tools to support that vision, particularly as related to infrastructure and regional transportation issues.

When?

Wednesday, April 8, 2009, at the Carolina First Center, One Exposition Drive in Greenville.

**More
info?**

To nominate yourself or others for the morning exercise, find information on sponsorship opportunities, or register for the open afternoon session, please go to www.UpstateRealityCheck.com, or contact Jacki Martin, *Upstate Reality Check* project manager, at jacki.martin@upstatereachcheck.com or 864.552.4211.

Next Steps Q & A

What happens after the Reality Check game?

The *Reality Check* game is just the beginning. After the event, a multi-year regional outreach and visioning effort will be launched that relies on the results of the game to not only help define a shared vision about how the Upstate should manage growth opportunities, but also to build capacity to help stakeholders work regionally to do so.

Part of the *Upstate Reality Check* steering committee—the regional Next Steps Taskforce—has been working for several months to begin to develop a Next Steps Action Plan for after the Game. Pre-event fundraising goals include funding to keep the process moving forward post-game to implement the Next Steps Action Plan.

What steps have other regions taken following regional visioning efforts?

Outcomes of regional visioning and outreach efforts are as varied as the regions they take place in. A few nationwide examples include:

- **Charleston, 2007:** led to development of a quality growth coalition that is working closely with the DCG's initiative to create a regional plan based on a shared vision of the tri-county area and develop tools to support that vision, particularly as related to infrastructure and regional transportation issues.
- **Central Florida, 2007:** Regional Greenprint, Transportation Corridors Taskforce; four counties approved 61 miles of commuter rail; est. of regional growth standards underway. www.mvregion.org
- **Envision Central Texas, 2005:** local governments incorporating mixed-use and infill strategies; multiple smaller visioning workshops; infrastructure seminars; Greenprint for growth for one participating county, campaigning for others; MPO using ECT's growth strategy for regional transportation concepts; quality growth awards program. www.envisioncentraltexas.org
- **Southern California, 2004:** built consensus that projected growth can be accommodated on 2% of the region's land mass, leading to adoption of new transportation funding guidelines that give priority to projects in jurisdictions whose policies support increased density in the specified areas.
- **Chicago, 2000:** attracted investment opportunities and created new jobs by focusing on workforce housing and land use planning for freight transportation centers. www.chicagometroplis2020.org
- **Utah, 1997:** defined need for and sparked community support that led to the implementation of light rail in various communities. www.envisionutah.org

What will be in the Upstate's "Next Steps Action Plan"?

The Next Steps Action Plan can't be substantively developed until the *Upstate Reality Check* Game has been played, because information from the Game will help determine the plan. Here's how, on the day of Game, after each table of regional stakeholders has developed their scenario illustrating how the region might best accommodate new people and jobs, the table's players will be asked to identify barriers to that scenario, as well as next steps to take to overcome those barriers. In the afternoon session, all participants will be surveyed to help prioritize those possible next steps. This information—the combined input from hundreds of decision-makers throughout the region—will become the basis for the Next Steps Action Plan.

Upstate Reality Check's Next Steps Taskforce has been learning about regional visioning and coordination efforts taking place across the nation so they can understand ways the Upstate Region might work together, but again, the plan will be derived from input from the Game and from other regional stakeholders.

Who will lead the Next Steps Action Plan forward?

Upstate Together, an association of citizens, business leaders, and educators from the ten counties of the Upstate, will be leading the charge for implementation of the Next Steps Action Plan. Upstate Together partnered with the South Carolina District Council of the Urban Land Institute to bring *Reality Check* to the Upstate, and is now working with the Next Steps Taskforce to prepare to receive the Next Steps Action Plan. The two groups are discussing how Upstate Together should grow and be governed and managed so as to move forward as a quality growth alliance and address growth issues on a regional level. Such groups as ULI South Carolina, Upstate Forever, and Upstate Alliance—all involved in planning *Upstate Reality Check*—stand ready to participate in implementation of the Action Plan.



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South Carolina

SPONSORSHIP OPPORTUNITIES

Upstate Reality Check is a multi-year regional outreach and visioning effort that helps define a shared vision about how this region should grow and builds capacity to help stakeholders work regionally to manage the opportunities and challenges of growth. Developed by the Urban Land Institute, Reality Check is brought to the Upstate as a joint initiative of Upstate Together and ULI South Carolina.

Reality Check offers corporations, organizations and individuals a variety of opportunities to show support for this exciting regional initiative. Many of these are listed below. Benefit packages can also be customized.

Regional Steward/Event Day Sponsor - \$50,000 This unique opportunity to support regional planning brings recognition from the event podium during the morning welcome; two \$50 tickets to keynote luncheon; your company banner prominently displayed at event entrance; special recognition in the participant Guidebook informational guide sent out in advance of event; recognition on the Reality Check web site.

Regional Benefactor/Luncheon Sponsor - \$25,000 Recognition from the luncheon podium; your company logo prominently displayed at event; two \$50 tickets to keynote luncheon; special recognition in the participant Guidebook; recognition on the Reality Check web site.

Regional Benefactor/PlaceMatters Sponsor - \$25,000 Support advanced analysis of the implications of the day's findings on the day of and after the event. Recognition from the event podium; three \$50 tickets to keynote luncheon; your company logo displayed at event; in the participant Guidebook and on web site.

Regional Partner - \$10,000 A variety of special opportunities are available at this level:

Keynote Speaker Sponsor Recognition from the luncheon podium; two \$50 tickets to keynote luncheon; your company logo displayed in dining room, in participant Guidebook and on website.

Refreshment Sponsor Recognition from the event podium; two \$50 tickets to keynote luncheon; your company logo displayed at event refreshment station, in participant Guidebook and on website.

Guidebook Sponsor Recognition from the event podium; two \$50 tickets to keynote luncheon; your company logo displayed at event and on website; special acknowledgement in Guidebook.

Becks Sponsor Buy the Lexus®! Recognition from the event podium; two \$50 tickets to keynote luncheon; your company logo displayed at event, in participant Guidebook and on website.

Regional Sponsor - \$5,000 Logo displayed in participant Guidebook and on Reality Check web site; two tickets to the luncheon; logo recognition at event.

Regional Advocate - \$2,500 Logo displayed in participant Guidebook and on Reality Check website; one \$50 ticket to keynote luncheon; logo recognition at event.

Patron - other amount Recognition in participant Guidebook and on web site.

Recognition in any printed material is dependent upon contribution being pledged by time of publication.

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- Contact me with more information about Upstate Reality Check
- I/we'd like to sponsor Upstate Reality Check (fulfillment info below)

Contact name _____

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 - Keynote Speaker Sponsor
 - Refreshment Sponsor
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 - Bricks (Legos®) Sponsor
- Regional Sponsor - \$5,000
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- Patron - \$ _____

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